

# 2022

## SPONSORSHIP PACKAGES



## Sponsorship Opportunities



The mission of the Department of Parks & Recreation is to provide parks, trails, and recreational opportunities to all people of Gahanna so they can be healthy and well while they explore and learn in our community.

Gahanna Parks & Recreation would like to offer you the opportunity to promote your organization to the community, while also showing your support of local Gahanna public events. Additional opportunities are available with various recreation programs and activities, including our summer day camps, community pools, paddling programs and the Gahanna Senior Center.

The quality of life provided in any community plays a critical role in attracting and retaining corporations, industries and a knowledge-based work force. Building and maintaining our parks system provides Gahanna with many economical opportunities, including enhanced real estate values, tourism, and job opportunities. Parks & Recreation investments are good for Gahanna. To get involved, call Gahanna Parks & Recreation today. 614-342-4250

ExploreGahannaParks.com

# 2022 Event Sponsorship Benefits

## PREMIER SPONSOR

- Named as Title/Presenting Sponsor for event (e.g., "Creekside Live, presented by Sponsor Name")
- PRINT – Logo placement
- UNIQUELY GAHANNA – A Mention in the quarterly magazine sent to Gahanna residents and posted online
- PROGRAM GUIDE – Recognition/Thank you in Program Guide
- FLYER +/-or POST CARDS – distributed through businesses for certain events
- EMAIL – Name mention
- WEBSITE – Logo placement & linked on event website
- SOCIAL MEDIA – Name mention, tagged and logo
- PRESS RELEASES – Sponsor mention in press releases (when applicable)
- VIDEO – Pre-event video advertising will feature logo

## On-site Benefits

- MASTER OF CEREMONIES ANNOUNCEMENTS – Recognition at event by emcee, opportunity to speak as emcee on-stage at all events
- BANNERS – Business logo on all applicable event banners
- BOOTH SPACE / PRODUCT SALES – Booth space with tables and chairs provided, when available and applicable
- PROMOTIONAL PRODUCT – Sponsor to provide, distributed at event

**NOTE: All benefits are subject to availability and dependent on individual program/event for which they are supporting. For more contact the Parks & Rec Department.**

## PLATINUM SPONSOR

- FLYER +/-or POST CARDS – distributed through businesses for certain events
- EMAIL – Name mention
- WEBSITE – Logo placement & linked on event website
- SOCIAL MEDIA – Name mention, tagged
- PRESS RELEASES – Sponsor mention in press releases (when applicable)
- VIDEO – Pre-event video advertising will feature logo

## On-site Benefits

- MASTER OF CEREMONIES ANNOUNCEMENTS – Recognition at event by emcee
- BANNERS – Business logo on all applicable event banners
- PROMOTIONAL PRODUCT – Sponsor to provide, distributed at event

## EVENT SPONSOR

- EMAIL – Name mention
- WEBSITE – Logo placement & linked on event website
- SOCIAL MEDIA – Name mention, tagged
- VIDEO – Pre-event video advertising will feature logo
- PRESS RELEASES – Sponsor mention in press releases (when applicable)
- FLYER AND POST CARDS – Distributed through schools and business to business

## On-site Benefits

- BANNERS – Business logo on all applicable event banners

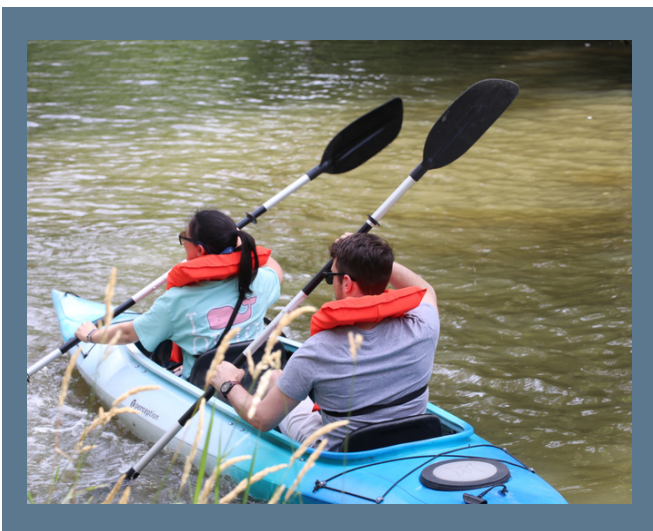


# 2022 Sponsorship Benefits (Continued)



## SUPPORTING SPONSOR

- EMAIL – Name mention
- WEBSITE – Linked on event website
- VIDEO – Pre-event video advertising will feature logo
- PRESS RELEASES – Sponsor mention in press releases (when applicable)
- BANNERS – Business logo on all applicable event banners



## COMMUNITY SPONSOR

- WEBSITE – Linked on event website
- VIDEO – Pre-event video advertising will feature logo
- PRESS RELEASES – Sponsor mention in press releases (when applicable)

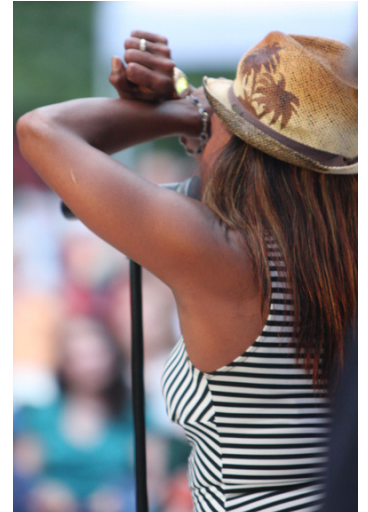
Become a  
sponsor today!  
Call Gahanna Parks  
& Recreation  
614-342-4250







# Creekside Live Sponsorship Highlights



## Make an Impression

Creekside LIVE is a popular, free, outdoor summer concert series that draws music lovers, family and friends. It offers a fun way for neighbors to gather, mingle, enjoy a cold beverage and relax after a long week.

Creekside LIVE targets adults and families who are looking to connect with the community, friends, neighbors and colleagues.

- High visibility online & social media (3M+ impressions since 2013)
- Active & dedicated audience (35,000 spectators since 2013)
- Community impact (\$45K back into the Community through the Parks & Recreation Foundation)

**Become a sponsor today!**  
**Call Gahanna Parks & Recreation**  
**614-342-4250**

## 5 Great Reasons to Support Creekside Gahanna

- 1,000-2,000 Average attendance
- Proven ROI with immediate impact to your brand
- Targeted demographic & audience
- Longstanding, popular community event
- Increase exposure of your business within the community

## Creekside Live

- **Premier Sponsor – \$7,500**
- **Platinum Sponsor – \$5,000**
- **Event Sponsor – \$3,000**
- **Supporting Sponsor – \$1,500**
- **Community Sponsor – \$500**



# Gahanna Independence Day Sponsorship Highlights

Gahanna's Independence Day celebration is one of the most cherished events in our community every year. Aligning your business with this event will provide the opportunity to put your image and product directly in the hands of thousands of potential customers. Your organization will benefit from a variety of event-related promotions.



## Independence Day Celebration

- Premier Sponsor – \$10,000
- Platinum Sponsor – \$6,000
- Event Sponsor – \$2,500
- Supporting Sponsor – \$1,000
- Community Sponsor – \$500



**Get involved!**

**Call Gahanna Parks & Recreation  
614-342-4250**



# Great Gahanna Goblin Trail Sponsorship Highlights

The Great Gahanna Goblin Trail was created in 2020 when the Gahanna Parks & Recreation team was searching for a safe, family-friendly Halloween celebration during the COVID pandemic. The event has quickly become a community favorite, selling out each of its first two years! Participants come in costume (and decorate their cars), enjoy a unique mix of entertainment including a choreographed light show, fire performers, stilt walkers and other surprises along the way.



## The Great Gahanna Goblin Trail

- Premier Sponsor – \$4,500
- Platinum Sponsor – \$3,000
- Event Sponsor – \$2,000
- Supporting Sponsor – \$1,000
- Community Sponsor – \$500

**Get involved!**

**Call Gahanna Parks & Recreation  
614-342-4250**

# 2022 Summer Event Sponsorship Opportunities

Throughout the summer season, Gahanna Parks & Recreation organizes community events to connect, engage and highlight Gahanna's parks, trails & recreation programs.

These events focus on providing a safe and fun environment in which all people can participate and engage. Interactive activities will provide educational opportunities, create awareness of our resources and emphasize the value of living in our community.

Make an impression! Depending on your level of involvement, your message will be seen during the event promotional period and throughout the 2022 event season.

We're targeting adults and families, who are looking to connect in the community with friends, neighbors and colleagues.

Choose the event(s) of interest, then choose the level(s). If interested in multiple events we can create a package just for you!



## Event:

- Supporting Gahanna Together Day
- Great Outdoors /Cinema Under the Stars
- Sundays in the Park
- Glow Run
- Muddy Miler

## Individual Events

- **Premier Sponsor**—\$2,500
- **Event Sponsor**— \$1,000
- **Supporting Sponsor**— \$500
- **Community Sponsor**— \$250

**Get involved!**

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614-342-4250**



# Individual Recreation Program Sponsorship Highlights

Gahanna Parks & Recreation offers exciting programs that engage kids of all ages, like National Get Outdoors Day, Picnic in the Park, Winter Olympics, Try-Athlon, Aquatics events and more.

Each of these activities offer sponsorship opportunities with extensive reach within the community. Let's start a conversation about how your business can become part of that reach. Contact us today to see how you can sponsor one of these unforgettable events!



## Individual Rec Programs

- Premier Sponsor \$1,000
- Event Sponsor - \$500
- Community Sponsor -\$250

**Get involved!**  
**Call Gahanna Parks & Recreation**  
**614-342-4250**



# 2022 Paddle Programs Sponsorship Opportunities



Gahanna's scenic Big Walnut Creek provides the perfect opportunity to take advantage of outdoor adventures. Gahanna Parks & Recreation offers visitors and residents the chance to kayak or paddleboat down the Big Walnut Creek. Water sports fans can also take part in warm weather Kayak Floats and Moonlight Paddles at other nearby water parks. Sponsoring one of these unique programs aligns your brand with incredible experiences that participants won't forget.

## PaddleGahanna

- Premier Sponsor – \$5,000
- Event Sponsor – \$1,500

## Paddle Programs

- Premier Sponsor – \$1,500
- Event Sponsor – \$500

**Get involved!**  
**Call Gahanna Parks  
& Recreation**  
**614-342-4250**



# 2022 Aquatic Sponsorship Opportunities



The Gahanna Swimming Pool and Hunters Ridge Pool sold over 625 memberships to nearly 2,000 individuals last year. More than 600 people participated in various programs including swim lessons and water fitness classes.

Sponsorships allow us to provide events and activities for families at a reduced cost, throughout the summer at both of our pool locations. From our Youth Swim Team to our Family Fun Nights and Dive-In Movies, Gahanna Aquatics have several ways to promote your business while supporting the community.

## Aquatic Program Sponsor Levels

- **Supporting Sponsor - \$1,000**
- **Community Sponsor - \$500**

## Pool Event Sponsor Levels

- **Event Sponsor - \$1,000**
- **Supporting Sponsor - \$500**
- **Community Sponsor - \$250**

Interested in being a sponsor?  
Contact the Aquatics Supervisor at 614-342-4267.



# Camp Program Sponsorship Highlights

Gahanna Parks & Recreation offers a variety of popular camps for students, including Camp Hannah/Camp Friendship, Little Adventurers and a NEW Teen Summer Opportunity: Level Up! Special interest camps (e.g. Bally Sports Group; Minds in Motion) appeal to kids looking to expand their skills and enrich their knowledge in specific areas.

- Premier sponsor provides camp t-shirts to all staff and campers - \$2500
- Platinum sponsor (available if no premier sponsor) will have their logo featured prominently on t-shirt - \$1000
- Supporting Sponsor helps offset the cost of bringing in a presenter (\$500) and/or can have their logo featured on the t-shirt sleeve/smaller on the back (\$500)



## Camp Programs

- Premier Sponsor - \$2,500
- Platinum Sponsor \$1,000
- Supporting Sponsor \$500

**Get involved!**

**Contact the Youth Recreation Coordinator  
at 614-342-4251.**



# 2022 Active Senior Sponsorship Opportunities

Gahanna's Active Senior Program serves those age 55+ from Gahanna and surrounding communities through activities, events and services at the Gahanna Senior Center. This program provides opportunities for socialization, wellness and learning for 400+ members, annually. Diverse programs include physical fitness, recreation, nature/outdoor programs, travel programs, health & human services, community programs and more.

Many of our programs would not be possible if not for the generous support of our community sponsors. Opportunities to support our programs include special event sponsorships, Lunch & Learn meal programs, clubs and leagues sponsorships, and more. Our staff will work with you to determine the best way for your business or organization to support our members, whether through fiscal support, in-kind donations or volunteerism.

In-kind sponsorships may include donations of meals/snacks for special events or Lunch & Learn programs, raffle baskets or prizes, craft/activity materials or giveaway items.

Fiscal support may include a cash donation to a club to offset the cost of materials, contribution to the recreation scholarship fund, or paying a portion of event fees.

Volunteers may lead special activities such as crafts, travel presentations, Bingo, walking excursions, etc.



Contact the Gahanna  
Senior Center to  
discuss sponsorship  
opportunities.  
614-342-4265